

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A method comprising:

populating a computer memory, wherein populating the computer memory comprises:

receiving, at a computer system, a first search query having first content, the first content comprising a plurality of search terms forming a phrase;

rewriting the first search query, based on the phrase, into a modified search query;
and

mapping, with the computer system, the first search query to the modified search query in the memory to produce a mapping stored in the memory that correlates the first search query to the modified search query; and

subsequently processing a second search query including:

receiving the second search query having second content;

determining whether at least one portion of the second content matches the first content; and

responsive to the at least one portion of the second content matching the first content, executing a computerized search that includes the modified search query in place of the at least one portion of second search query and returning one or more corresponding search results as responsive to the received second search query,

wherein the one portion of the second content that matches the first content is replaced by the modified search query.

2. (Canceled)

3. (Previously Presented) The method of claim 1, further comprising:

responsive to the second content not comprising any portion that matches the first content, executing a search of the received second search query.

4. (Previously Presented) The method of claim 1, wherein the memory comprises a look-up table for the mapping.

5. (Previously Presented) The method of claim 1, wherein the search of the modified second search query is executed by a backend data system.

6. (Previously Presented) The method of claim 5, wherein the backend data system is physically apart from the memory and comprises one or more databases having data to be searched.

7. (Previously Presented) The method of claim 5, wherein the memory comprises a look-up table mapping the first search query to the modified search query; and

wherein the backend data system is physically apart from the memory and comprises one or more databases having data to be searched.

8. (Previously Presented) The method of claim 1, wherein the step of mapping is performed offline prior to the step of receiving the second search query; and the step of executing the search is performed online upon receiving the second search query.

9. (Original) The method of claim 1, wherein the step of rewriting the first search query into the modified search query comprises:

- determining that the first search query is frequently received;
- issuing the first search query to the backend data system to find information related to the first search query;
- determining additional content for the first search query based on the related information;
- and
- rewriting the first search query into a modified search query having the first content and the additional content.

10. (Original) The method of claim 1, wherein the step of rewriting the first search query into the modified search query comprises:

- determining a more common or popular phrase or term for the first content of the first search query; and
- rewriting the first search query into the modified search query having the more common or popular phrase or term in place of the first content.

11. (Original) The method of claim 1, wherein the first and second search queries are received at a first system of a search site, and the search of the modified search query is issued by a search engine in the first system.

12. (Previously Presented) The method of claim 11, wherein the first system of the search site comprises cache memory.

13. (Previously Presented) The method of claim 11, wherein the memory is physically apart from the first system of the search site.

14. (Original) The method of claim 11, wherein the step of rewriting is performed by the first system of the search site.

15. (Original) The method of claim 14, wherein the steps of mapping and determining are performed by the first system of the search site.

16. (Previously Presented) The method of claim 14, wherein the memory is a database in a memory system of the search site, and the steps of mapping and determining are performed by the memory system.

17. (Previously Presented) The method of claim 11, wherein the memory is a database in a memory system of the search site, and the step of rewriting is performed with the memory system.

18. (Previously Presented) The method of claim 17, wherein the steps of mapping and determining are performed by the memory system.

19. (Original) The method of claim 17, wherein the steps of mapping and determining are performed by the first system of the search site.

20. (Previously Presented) The method of claim 1, wherein the memory comprises a memory chip.

21. (Previously Presented) The method of claim 1, wherein the memory comprises a disk-storage memory device.

22. (Original) The method of claim 1, wherein the step of rewriting the first search query into the modified search query comprises:

determining an additional phrase or term for the first content of the first search query; and
augmenting the first search query with the additional phrase or term.

23. (Currently Amended) A computer-readable storage device having computer-executable instructions contained therein for performing a method, the method comprising:

populating a computer memory, wherein populating the computer memory comprises:

receiving at a computer system a first search query having first content, the first content comprising a plurality of search terms forming a phrase;

rewriting the first search query, based on the phrase, into a modified search query; and

mapping, with the computer system the first search query to the modified search query in the memory to produce a mapping stored in the memory that correlates the first search query to the modified search query; and

subsequently processing a second search query including:

receiving the second search query having second content;

determining whether at least one portion of the second content matches the first content; and

in response to the at least one portion of the second content matching the first content, issuing a computerized search that includes the modified search query in place of the at least one portion of the second search query, to a backend data system to return one or more corresponding search results as responsive to the received second search query,

wherein the one portion of the second content that matches the first content is replaced by the modified search query.

24. (Canceled)

25. (Previously Presented) The computer-readable storage device of claim 23, wherein the method further comprises:

issuing a search of the received second search query to the backend search system in response to the second content not comprising any portion that matches the first content.

26. (Previously Presented) The computer-readable storage device of claim 23, wherein mapping the first search query to the modified search query in the memory comprises generating a look-up table for the mapping.

27. (Previously Presented) The computer-readable storage device of claim 23, wherein the mapping is configured to run offline prior to the step of receiving the second search query; and the issuing the search is configured to run online upon receiving the second search query.

28. (Previously Presented) The computer-readable storage device of claim 23, wherein rewriting the first search query into the modified search query comprises:

- determining that the first search query is frequently received;
- issuing the first search query to the backend data system to find information related to the first search query;
- determining additional content for the first search query based on the related information;
- and
- rewriting the first search query into the modified search query having the first content and the additional content.

29. (Previously Presented) The computer-readable storage device of claim 23, wherein rewriting the first search query into the modified search query comprises:

- determining a more common or popular phrase or term for the first content of the first search query; and
- rewriting the first search query into the modified search query having the more common or popular phrase or term in place of the first content.

30. (Previously Presented) The computer-readable storage device of claim 23, wherein rewriting the first search query into the modified search query comprises:

determining an additional phrase or term for the first content of the first search query; and
augmenting the first search query with the additional phrase or term.

31. (Currently Amended) A method comprising:

populating a computer memory, wherein populating the computer memory comprises:

receiving at a computer system search interface a plurality of instances of a first search query having a first plurality of search terms forming a phrase;

determining an indicator of frequency with which the first search query has been received at the search interface;

when the first search query is determined, based on the indicator of frequency, to be among a group of most frequently received queries relative to other queries received at the search interface that are different than the first search query, rewriting the first search query, based on the phrase, into a modified search query having a second plurality of search terms that are different in content or order than the first plurality of search terms, and mapping, with the computer system, the first search query to the modified search query in the memory to produce a mapping stored in the memory that correlates the first search query to the modified search query; and

subsequently processing a second search query including:

receiving the second search query;

determining that at least one portion of the second query matches one or more of the first plurality of search terms; and

executing a computerized search of the modified search query in place of the at least one portion of the second search query, and returning one or more corresponding search results as responsive to the received second search query.

wherein the one portion of the second query that matches the one or more of the first plurality of search terms is replaced by the modified search query.

32. (Withdrawn) A computer-implemented method comprising:

receiving from a plurality of different users, at a search interface, a first search query having a first content;

rewriting the first search query into a modified search query;

executing a search of the first search query to produce a first set of results, and executing a search of the modified search query to produce a second set of results;

providing the first set of results to a first subset of the plurality of different users, providing the second set of results to a second subset of the plurality of different users that is different than the first subset, and tracking responses to the first set of results and the second set of results;

when tracked responses to the first set of results and second set of results indicate a user-preference for the second set of results, mapping the first search query to the modified search query in a memory;

receiving a second search query having a second content;

determining whether at least a portion of the second content matches the first content;

in response to a determination that the least one portion of the second content matches the first content, substituting the modified search query for the at least one portion of the second content to form a modified second search query; and

issuing a search of the modified second search query having the substituted modified search query to return one or more search results.